ORDER

Orders Order / Rev: 696362 - 4 06212981 Alt Order #: NELSON FOR SENATE Product Desc: 476 Estimate: 09/25/12 - 10/01/12 Flight Dates: Primary AE: Aaron Ashe Sales Office: Original Date / Rev: 06/28/12 / 09/21/12 T-WAS Order Type: Political Sales Region: NAT Abar Hutton Media/ POL Agency Name: **Buying Contact:** Shelli Hutton Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 6190 Grovedale Court Suite 200 Billing Cycle: EOM/EOC Alexandria, VA 22310 Agency Commission: 15% Advertiser Name: Nelson, B/ D / US Senate Demographic: A35+ New Business Thru: **Product Codes:** PL-US Senate Order Separation: 00:15:00 Priority: P-3 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	78	\$54,350.00	\$46,197.50
10/01/12	10/01/12	19	\$12,375.00	\$10,518.75

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	78	\$54,350.00	\$46,197.50	0.00
October 2012	19	\$12,375.00	\$10,518.75	0.00
Totals	97	\$66,725.00	\$56,716.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WTSP-TV	26%	\$66,725.00
Market	100%	\$256 634 62

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	25%	\$64,158.65
WFTS	19%	\$48,760.58
WMOR	1%	\$2,566.35
WTOG	1%	\$2,566.35
WTTA	0%	\$0.00
WTVT	28%	\$71,857.69
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
_	1	WTSP	09/25/12	09/28/12	CBS This Morning	CM	7-9a	- TWTF	:30	4	\$200.00 P-4	0.00 NM	4	\$800.00
					CBS This Morning		(7:00 AM-8:00	AM)						
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 09/2	24/12	09/30/12	- ТWГF	4	\$200.00	0.00						
	2	WTSP	09/25/12	09/28/12	CBS This Morning	СМ	7-9a	- ТWГF	:30	4	\$200.00 P-4	0.00 NM	4	\$800.00
					CBS This Morning		(8:00 AM-9:00	AM)						

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Order / Rev: 696362 - 4 Advertiser: Nelson, B/ D / US Senate

Alt Order #: 06212981 Product Desc: NELSON FOR SENATE WTSP-TV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 476

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
2 WTSP 09/25/12 09/28/12	CBS This Morning CM CBS This Morning	7-9a (8:00 AM-9:	- TWTF	:30 4	\$200.00 P-4	0.00 NM	4	\$800.00
Start Date End Date	Weekdays Spots/Week	•	Rating					
Week: 09/24/12 09/30/12 3 WTSP 09/25/12 09/27/12	- TWTF 4	\$200.00 9-9:30A	0.00 - TWT	:30 3	\$100.00 P-4	0.00 NM	3	\$300.00
3 W13F 09/23/12 09/21/12	10 News, 9am	9-9.30A	- 1 W1	.30 3	\$100.00 F-4	U.UU INIVI	٥	φ300.00
Start Date Week: 09/24/12	Weekdays Spots/Week		Rating 0.00					
4 WTSP 09/25/12 09/28/12	Price Is Right CM	11a-12p	- TWTF	:30 4	\$450.00 P-4	0.00 NM	4	\$1,800.00
Start Data - Fad Data	Price Is Right	Doto	Dating					
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>59/30/12</u>	Weekdays Spots/Week		Rating 0.00				İ	
5 WTSP 09/25/12 09/28/12	M-F 12-1230p CM 10 News @ Noon	12-1230p	- TWF	:30 4	\$450.00 P-4	0.00 NM	4	\$1,800.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating				İ	
Week: 09/24/12 09/30/12	- TWTF 4	\$450.00	0.00		^			
6 WTSP 09/25/12 09/28/12	Y&R CM Young and the Restless	1230-130p	- TWГF	:30 4	\$550.00 P-4	0.00 NM	4	\$2,200.00
Start Date End Date	Weekdays Spots/Week		Rating				ĺ	
Week: 09/24/12 09/30/12 7 WTSP 09/25/12 09/28/12	- TWTF 4	\$550.00 130-2p	0.00 - TWTF	:30 4	\$550.00 P-4	0.00 NM	4	\$2,200.00
7 11 6 35/25/12 35/25/12	Bold and Beautiful	·	- 11	.00	ψοσοίσοι .	0.00	•	Ψ=,======
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>09/30/12</u>	Weekdays Spots/Week		Rating 0.00				İ	
8 WTSP 09/25/12 09/28/12	<u>.</u>	2-3p	- TWTF	:30 4	\$300.00 P-4	0.00 NM	4	\$1,200.00
Start Date End Date	The Talk Weekdays Spots/Week	Rate	Rating				1	
Week: 09/24/12 09/30/12	- TWF 4		0.00				İ	
9 WTSP 09/25/12 09/28/12	M-F 3-4p CM Let's Make a Deal	3-4p	- TWTF	:30 4	\$275.00 P-4	0.00 NM	4	\$1,100.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	- TWTF 4 M-F 4-5p CM	7 =: -:	0.00 - TWTF	:30 4	\$400.00 P-4	0.00 NM		£4 600 00
10 WTSP 09/25/12 09/28/12	Dr. Phil	4-5p	- 1W1F	.30 4	\$400.00 P-4	U.UU INIVI	4	\$1,600.00
Start Date	Weekdays Spots/Week		Rating					
Week: 09/24/12 09/30/12 11 WTSP 09/25/12 09/28/12		5-530p	0.00 - TWTF	:30 4	\$275.00 P-4	0.00 NM	4	\$1,100.00
	5-530p 10 News						1	, ,
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week		Rating 0.00				İ	
12 WTSP 09/25/12 09/28/12		530-6p	- TWTF	:30 4	\$275.00 P-4	0.00 NM	4	\$1,100.00
Start Date End Date	10 News at 530p Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	- TWTF 4	\$275.00	0.00				ĺ	
13 WTSP 09/25/12 09/28/12	M-F 6-630p CM 6-630p 10 News	6-630p	- TWF	:30 4	\$500.00 P-4	0.00 NM	4	\$2,000.00
Start Date End Date	Weekdays Spots/Week		Rating				İ	
Week: 09/24/12 09/30/12 14 WTSP 09/25/12 09/28/12	- TWTF 4	7-730p	0.00 - TWTF	:30 4	\$1,300.00 P-4	0.00 NM	4	\$5,200.00
14 W131 09/23/12 03/20/12	Wheel of Fortune	7-7 Зор	- 1W11	.50 4	Ψ1,500.001 -4	0.00 14101	1	ψ5,200.00
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>09/30/12</u>	Weekdays Spots/Week	Rate \$1,300.00	Rating 0.00					
15 WTSP 09/25/12 09/28/12		730-8p	- TWTF	:30 4	\$1,500.00 P-4	0.00 NM	4	\$6,000.00
Start Data Ford Data	Jeopardy Wookdays Spots/Wook	Doto	Datina					
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 <u>59/30/12</u>	Weekdays Spots/Week	Rate \$1,500.00	Rating 0.00					
E 16 WTSP 09/25/12 09/25/12		Tue 9-10p	- T	:30 1	\$4,500.00 P-4	0.00 NM	0	\$0.00
Start Date End Date	NCIS: Los Angeles <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating				İ	

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Order / Rev: 696362 - 4 Advertiser: Nelson, B/ D / US Senate

Alt Order #: 06212981 Product Desc: NELSON FOR SENATE WTSP-TV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 476

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E16 WTSP	09/25/1	2 09/25/12	Tue Prime B	CM	Tue 9-10p	- T	- :30	1	\$4,500.00 P-4	0.00 NM	0	\$0.00
Sta	rt Date	End Date	NCIS: Los Angele Weekdays	Spots/Week	Rate	Rating						
Week: 09/	24/12	09/30/12	- T	1	\$4,500.00	0.00						
	Date Ra	<u>nge</u> <u>D</u> 2-09/30/12 T	escription		t/End Time 9-10p		Weekdays		ngth <u>Rate</u> :30 (\$4.500.00)	Rtg Type		
	edited	2 03/30/12 1	de l'Illine B	Tuc	3-10p		1		.υυ(φ+,υυυ.υυ)	0.00 11111		
	g sun 8p											
17 WTSP	09/27/1	2 09/27/12	Thu Prime C Elementary	СМ	Thu 10-11p	T	- :30	1	\$4,000.00 P-4	0.00 NM	1	\$4,000.00
<u>Sta</u> Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$4,000.00	Rating 0.00						
		2 09/28/12	Fri Prime B	СМ	Fri 9-10p	F-	- :30	1	\$3,000.00 P-4	0.00 NM	1	\$3,000.00
Sta	rt Date	End Date	Made in Jersey Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	F	<u>3pois/week</u>	\$3,000.00	0.00						
19 WTSP	09/29/1	2 09/29/12	Sat Prime C 48 Hours Mystery	CM	Sat 10-11p	5	S- :30	1	\$1,500.00 P-4	0.00 NM	1	\$1,500.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	S-		\$1,500.00	0.00			₾4.000.00.D.4	0.00.004		# 4.000.00
20 WISP	09/25/1	2 09/28/12	LN (M-F) LN (M-F)	СМ	M-F 11-1135	p - TWFF-	- :30	4	\$1,000.00 P-4	0.00 NM	4	\$4,000.00
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays - TWTF	Spots/Week 4	Rate \$1,000.00	Rating 0.00						
_		2 09/29/12	LN (Sa)	CM	Sa 11-1135p		S- :30	1	\$700.00 P-4	0.00 NM	1	\$700.00
Cto	rt Doto	End Data	Late News (Sa)	Cnoto/Mook	Doto	Dating						
Week: 09/	rt <u>Date</u> 24/12	End Date 09/30/12	Weekdays S-	Spots/Week 1	Rate \$700.00	Rating 0.00						
22 WTSP	09/30/1	2 09/30/12	LN (Su) Late News (Su)	СМ	Su 11-1135p		S :30	1	\$900.00 P-4	0.00 NM	1	\$900.00
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
		2 09/28/12	Letterman	CM	1135p-1237a		- :30	4	\$350.00 P-4	0.00 NM	4	\$1,400.00
			Late Night with D		_							
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> - TWTF	Spots/Week 4	<u>Rate</u> \$350.00	Rating 0.00						
24 WTSP	09/29/1	2 09/29/12	Sat 6-630p Sat 6-630p 10 Ne	CM ews	Sat 6-630p	\$	S- :30	1	\$200.00 P-4	0.00 NM	0	\$0.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ Spot Ch	24/12 Date Ra	09/30/12	S- escription	1 Star	\$200.00 t/End Time	0.00	Weekdays	ا ۵	ngth Rate	Rtg Type		
		2-09/30/12 S			6-630p		Sa-		:30 (\$200.00)			
	edited OVE TO	SAT 7P NEV	VS]									
		2 09/29/12		СМ	Sat 7-730p		S- :30	1	\$400.00 P-4	0.00 NM	1	\$400.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	S-	1	\$400.00	0.00	7 00		#400 00 D 4	0.00.104		# 400.00
26 W15P	09/29/1	2 09/29/12	Sat 730-8p Jeopardy	СМ	Sat 730-8p	5	S- :30	1	\$400.00 P-4	0.00 NM	1	\$400.00
<u>Sta</u> Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays S-	Spots/Week 1	Rate \$400.00	Rating 0.00						
27 WTSP	09/30/1	2 09/30/12	CBS Sunday Mor CBS Sunday Mor	-	Sun 9-1030a		S :30	1	\$500.00 P-4	0.00 NM	1	\$500.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	S Sun 630-7p	CM	\$500.00 Sun 630-7p	0.00	S :30	1	\$350.00 P-4	0.00 NM	1	\$350.00
20 11101	55/50/1	_ 55/55/12	Sun 630-7p 10 N		541. 000-7 p		<i>⇒</i> .50	·	φοσοίου 1 - 4	J.00 141VI	'	ΨΟΟΟ.ΟΟ
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					I	

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Order / Rev: 696362 - 4 Advertiser: Nelson, B/ D / US Senate

Alt Order #: 06212981 Product Desc: NELSON FOR SENATE WTSP-TV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 476

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ays	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
28 WTSP	09/30/1	2 09/30/12	Sun 630-7p Sun 630-7p 10 No	CM ews	Sun 630-7p		S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Sta Week: 09/	rt Date	End Date 09/30/12	Weekdays	Spots/Week	Rate \$350.00	Rating 0.00							
-		2 09/30/12	Sun Prime D	CM	Sun 10-11p		S	:30	1	\$3,500.00 P-4	0.00 NM	1	\$3,500.00
Sta	rt Date	End Date	The Mentalist Weekdays	Spots/Week	Rate	Rating							
Week: 09/	24/12	09/30/12	S	1	\$3,500.00	0.00							
30 WTSP	10/01/1	2 10/01/12	CBS This Morning		7-9a (7:00 AM-8:0			:30	1	\$200.00 P-4	0.00 NM	1	\$200.00
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating							
31 WTSP		10/07/12 2 10/01/12	CBS This Morning	g CM	\$200.00 7-9a	0.00 M		:30	1	\$200.00 P-4	0.00 NM	1	\$200.00
Sto	rt Doto	End Data	CBS This Morning	•	(8:00 AM-9:0	_ ′							
Week: 10/		End Date 10/07/12	Weekdays M	Spots/Week 1	Rate \$200.00	Rating 0.00							
32 WTSP	10/01/1	2 10/01/12	M-F 9-930a 10 Ne 10 News, 9am	ews, 9a@M	9-9:30A	М		:30	1	\$100.00 P-4	0.00 NM	1	\$100.00
Sta Week: 10/	rt Date	End Date 10/07/12	Weekdays M	Spots/Week	Rate	Rating							
		2 10/01/12	Price Is Right	CM	\$100.00 11a-12p	0.00 M		:30	1	\$450.00 P-4	0.00 NM	1	\$450.00
Sto	rt Doto	End Data	Price Is Right	Spoto/Mook	Poto	Doting							
Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00							
34 WTSP	10/01/1	2 10/01/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	М		:30	1	\$450.00 P-4	0.00 NM	1	\$450.00
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating							
35 WTSP		10/07/12 2 10/01/12		CM	\$450.00 1230-130p	0.00 M		:30	1	\$550.00 P-4	0.00 NM	1	\$550.00
Sto	rt Doto	End Data	Young and the Re Weekdays		Poto	Doting							
Week: 10/	rt <u>Date</u> 01/12	End Date 10/07/12	M	Spots/Week 1	Rate \$550.00	Rating 0.00							
36 WTSP	10/01/1	2 10/01/12	B&B Bold and Beautifu	CM ıl	130-2p	М		:30	1	\$550.00 P-4	0.00 NM	1	\$550.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
37 WTSP		10/07/12 2 10/01/12	M M-F 2-3p	CM	\$550.00 2-3p	0.00 M		:30	1	\$300.00 P-4	0.00 NM	1	\$300.00
Cto	rt Doto	End Data	The Talk	Cnoto/Mook	Doto	Dating							
Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	Rate \$300.00	Rating 0.00							
38 WTSP	10/01/1	2 10/01/12	M-F 3-4p Let's Make a Dea	CM I	3-4p	М		:30	1	\$275.00 P-4	0.00 NM	1	\$275.00
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating							
Week: 10/ 39 WTSP		10/07/12 2 10/01/12		CM	\$275.00 4-5p	0.00 M		:30	1	\$400.00 P-4	0.00 NM	1	\$400.00
Sto	rt Date	End Data	Dr. Phil	Spoto/Mook	Poto	Doting							
Week: 10/		End Date 10/07/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00							
40 WTSP	10/01/1	2 10/01/12	M-F 5-530p 5-530p 10 News	СМ	5-530p	М		:30	1	\$275.00 P-4	0.00 NM	1	\$275.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
41 WTSP		10/07/12 2 10/01/12	M M-F 530-6p	CM	\$275.00 530-6p	0.00 M		:30	1	\$275.00 P-4	0.00 NM	1	\$275.00
C+~	rt Doto	End Data	10 News at 530p	Spots/Mosts	Poto	Potina							
Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	Rate \$275.00	Rating 0.00							
42 WTSP	10/01/1	2 10/01/12	M-F 6-630p 6-630p 10 News	СМ	6-630p	M		:30	1	\$500.00 P-4	0.00 NM	1	\$500.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							

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A column	Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
Start Date End Date Weekdays Merical Spots/Week Rate Rating Weekdays Week: 10/01/12 10/07/12 Merical Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 Merical Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/W	42 WTSP	10/01/1	2 10/01/12	•	СМ	6-630p	M	:30	1 \$500.00 P-4	0.00 NM	1	\$500.00
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Totals 97 \$66,725.00